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International
Marketing Information
Series

International
Marketing Events

Overseas Export Promotion Calendar

October 1976-December 1977

PENNSYLVANIA STATE UNIVERSITY
OCT 13 1976
DOCUMENTS COLLECTION

IME

U.S. DEPARTMENT OF COMMERCE
Domestic & International Business Administration
Bureau of International Commerce
October 1976

U.S. DEPARTMENT OF COMMERCE
Elliot L. Richardson, Secretary

Domestic and International Business Administration
Leonard S. Matthews, Assistant Secretary

Bureau of International Commerce
Robert G. Shaw
Acting Deputy Assistant Secretary and Director

The Overseas Export Promotion Calendar provides a fifteen month schedule of events sponsored by the U.S. Department of Commerce. These events consist of exhibitions in U.S. Trade Centers and in International Trade Fairs, Trade Missions, Technical Sales Seminars and other promotional activities (Glossary of Terms, page vi).

The Calendar is issued quarterly by the Office of International Marketing and is distributed by the Office of Export Development, Bureau of International Commerce. It also includes promotion events programmed by both the Bureau of East-West Trade (BEWT) and the Commerce Action Group for the Near East (CAGNE).

It should be noted that the Calendar also contains listings of events that are scheduled on a tentative basis. Information regarding the current status of these events can be obtained by communicating with the appropriate Country Marketing Manager, as set forth in the telephone directory on the back cover.

Additional copies or regular distribution of this publication can be obtained by writing to U.S. Department of Commerce, Bureau of International Commerce, Office of International Marketing, Room 4009, Washington, D.C. 20230.

INTERNATIONAL MARKETING INFORMATION SERIES

This report is one of a series of Bureau of International Commerce publications focusing on foreign market opportunities for U.S. suppliers. The series is made available by the Bureau's Office of International Marketing in cooperation with the U.S. Foreign Service-Department of State. Most reports are based on research conducted by overseas contractors under U.S. Foreign Service supervision or by economic and commercial officers of the Foreign Service or Department of Commerce.

Some of the data in this series is reproduced in its original unevaluated form and the distribution of this document does not necessarily imply the concurrence of the Department of Commerce in the opinions or conclusions contained therein.

As part of its marketing information program, OIM makes available to the U.S. business community, on a continuing basis, eight types of publications and reports.

1. Global Market Surveys: In-depth reports covering 20-30 of the best foreign markets for a single U.S. industry or a group of related industries.

2. Country Market Sectoral Surveys: In-depth reports covering the most promising U.S. export opportunities in a single foreign country. About 15 leading industrial sectors are usually included.

3. Producer Goods Research: In-depth reports covering the best foreign sales opportunities for a single U.S. producer goods industry, or group of industries.

4. Consumer Goods Research: In-depth reports covering the best foreign sales opportunities for a single U.S. consumer goods industry, or group of industries.

5. International Marketing Newsmemo: Information bulletins received directly from the U.S. Foreign Service; reports prepared by U.S. businessmen or Department of Commerce officers; and usually distributed unedited. They cover a wide variety of industries, products, and countries.

6. Overseas Business Reports: Reports that include current and detailed marketing information on all of our leading trading partners. Most are revised annually.

7. Foreign Economic Trend Reports: Annual or semiannual reports prepared by the U.S. Foreign Service that cover, individually, almost every country in the world.

8. International Marketing Events: Brief market summaries in support of trade promotion events organized by the Office of International Marketing. Also, detailed calendars of upcoming events.

To supplement and up-date the marketing information available in this series, and for specific ordering information, we suggest that you telephone the nearest Department of Commerce District Office or the Country Marketing Manager responsible for the area or areas in which you are interested. A directory of these key people and offices is printed on the back cover.

U.S. Depository Copy

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GLOSSARY OF TERMS

Catalog Events (CE) - Commerce-organized and managed displays of the catalogs and brochures of U.S. companies in selected foreign markets.

Commercial and Industrial Fairs - Commerce-managed exhibitions in selected overseas markets. Except for "Solo" promotions, these events are held in conjunction with established International Trade Fairs or especially important National Trade Fairs.

In-Store Promotions (ISP) - Marketing events for U.S. manufactured consumer goods held by specific retail establishments in selected foreign countries.

Joint Export Establishment Promotion (JEEP) - A small Trade Center exhibition designed for the sole purpose of introducing U.S. companies in the market.

"Off-Site" Trade Center Exhibitions - Exhibitions managed by Trade Center personnel outside the Trade Center facility. These events frequently are held in conjunction with locally organized Commercial Fairs.

"Solo" Commercial Fair - A Commercial Fair organized and managed by the U.S. Department of Commerce for the sole purpose of exhibiting U.S.-made products. These events are held in markets where market research indicates favorable opportunities for the sale of U.S.-made products, but where other suitable promotion vehicles are not available.

Target Industries (TIR) - Fifteen industry segments that have been selected by the U.S. Department of Commerce for special trade promotion emphasis.

Technical Sales Seminar (TSS) - Events with all of the features of Specialized Trade Missions but with the addition of organized formal presentations of papers by the members in each city visited.

Trade Center Exhibitions - Scheduled exhibitions of U.S.-made products in U.S. Trade Centers in response to favorable market research.

Trade Missions - Organized trips by groups of U.S. businessmen that feature U.S. Government sponsored business receptions and pre-planned appointments. Specialized Trade Missions (STM) are organized, managed, and led by staff officers selected by the U.S. Department of Commerce; Missions that are organized, managed, and led by Industry Groups with U.S. Government approval and support are designated (ITM).

U.S. Trade Centers - Permanent product exhibit facilities in selected overseas locations operated by the U.S. Department of Commerce.

TRADE CENTERS	EXHIBITIONS: OCTOBER, 1976	EXHIBITIONS: NOVEMBER, 1976	EXHIBITIONS: DECEMBER, 1976
STOCKHOLM	-Privately Sponsored Events	-Commercial & Industrial Security Equipment 11/8-12	-Pollution Control Equipment 12/6-10
LONDON	-Privately Sponsored Events	-Laboratory Instruments for Science & Industry 11/29-12/3	-Privately Sponsored Events
FRANKFURT	-Micro & Mini-Computers 10/12-15	-Privately Sponsored Events	-Privately Sponsored Events
PARIS	-Building & Construction Supplies & Equipment 10/4-7	-Telecommunications [JEEP/BSP] 11/29-12/3	-Privately Sponsored Events
MILAN	-Equipment for the Chemical Industry 10/12-16	-Engineering Design Components & Systems 11/23-27	-Privately Sponsored Events
TOKYO	-Privately Sponsored Events	-Lasers and Electro-Optical Equipment 11/15-19	-Privately Sponsored Events
SYDNEY	-Privately Sponsored Events	-Electronic Data Processing Equipment & Systems 11/8-12	-Privately Sponsored Events
SAO PAULO	******* OFFICIAL OPENING OF NEW TRADE CENTER EXPECTED TO BE JULY 1977 *******		
SINGAPORE	-Privately Sponsored Events	-Privately Sponsored Events	-Process Controls & Instruments 12/7-10
TAIPEI	-Privately Sponsored Events	-Communications Equipment 11/15-19	-Business Equipment 12/13-17
MEXICO CITY	-Ceramics 10/18-20 [JEEP/BSP]	-Privately Sponsored Events	-Privately Sponsored Events
TEHRAN	-Business Equipment & Systems 10/10-14	-Privately Sponsored Events	-Privately Sponsored Events
MOSCOW	-Plywood Production Eq. 10/25-29	-Special Promotional Activities	-Rolling Mill Eq
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)	-ROMANIA, Bucharest: Bucharest International Fair, Agricultural & Food Processing Machinery 10/16-25	-W. GERMANY, Munich: (ELECTRONICA) Electronics Industry & Test Instr. Equip. & Components 11/25-12/1 -IRAN, Tehran: (SAHO) Air Conditioning & Heating Equip. 11/24-30	-UNITED KINGDOM, Birmingham: (Offshore) Oil Industries Eq. 12/7-10

TRADE CENTERS	EXHIBITIONS: JANUARY, 1977	EXHIBITIONS: FEBRUARY, 1977	EXHIBITIONS: MARCH, 1977
STOCKHOLM	-Privately Sponsored Events	-Privately Sponsored Events	-Fast Food, Franchising & Restaurant Equipment 3/14-17
LONDON	-Data Communications Equipment & Systems 1/10-14	-Business Equipment & Systems (Tandem w/Paris T.C.) 2/8-11	-Industrial & Commercial Security Systems & Equipment (Tandem w/Milan T.C.) 3/14-18
COLOGNE (Int'l Marketing Center)	-Privately Sponsored Events	-INTERNATIONAL HOUSEWARES Fair [Offsite: Cologne] 2/12-14	-Privately Sponsored Events
PARIS	-Pet Products [JEEP/BSP] 1/10-13 -Hyper '77 [Microwave Eq] 1/19-21 [JEEP/BSP]	-Business Equipment & Systems (Tandem w/London T.C.) 1/31-2/3	-Privately Sponsored Events
MILAN	-Privately Sponsored Events	-Hi-Fi Equipment (Locally-2/4-7	-Eq. & Textiles for Sewn Prod. Mfg. 3/8-11 -Industrial & Commercial Security Eq. (Tandem w/London T.C.) 3/22-26
TOKYO	-Privately Sponsored Events	-Printing & Graphic Arts Equipment 2/14-18	-Building Systems, Construction Materials & Hardware 3/14-18
SYDNEY	-Privately Sponsored Events	-Privately Sponsored Events	-Educational Training Aids 3/28-4/1
SAO PAULO	******* OFFICIAL OPENING OF NEW TRADE CENTER EXPECTED TO BE JULY 1977 *******		
SINGAPORE	-Privately Sponsored Events	-Energy Systems 2/7-11	-Privately Sponsored Events
TAIPEI	-Privately Sponsored Events	-Dockside & Shipbuilding Eq. [Offsite: Kaosiung] 2/7-11	-Privately Sponsored Events
MEXICO CITY	-Automotive Maintenance & Test 1/25-28	-Agricultural Eq. [Offsite: Guadalajara] 2/16-20	-Medical Instr. & Equipment 3/1-4
TEHRAN	-Privately Sponsored Events	-Communications Equipment 2/6-10	-Privately Sponsored Events
MOSCOW	-Special Promotional Activities	-Special Promotional Activities	-Water Pollution Equipment
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)			-JAPAN, Tokyo: Pollution Control Equipment & Instruments (TAPEX Fair) 3/14-18 -PHILIPPINES, Manila: Timber Industries Eq. 3/28-4/1 -GERM. DEM. REP., Leipzig: Leipzig Spring Fair (Industrial Process Controls & Test Measurement Equip. 3/13-20

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STOCKHOLM	-Electronic Industries Production Equip. & Test Instruments (Tandem w/London T.C.) 4/18-21	-High Performance Building Materials & Equip. 5/10-13	-Hi-Technology Consumer Goods 6/6-10
LONDON	-Electronic Industries Production Equip. & Test Instruments (Tandem w/Stockholm) 4/26-29	-Telecommunications Equipment 5/16-20	-Fast Food Handling Eq. 6/13-17
COLOGNE (Int'l Marketing Center)	-Privately Sponsored Events	-Privately Sponsored Events	-Health Care Industries (INTER-HOSPITAL Fair Hannover) (Tandem w/Paris T.C.) 6/7-10
PARIS	-Laboratory Instruments (No Medical Eq.) 4/19-22	-Industrial Assembly Eq. 5/9-12 -Health Care Industries 5/23-26 (Tandem w/INTERHOSPITAL)	-Industrial Training Aids & Audio Visual Eq. (Tandem w/Milan T.C.) 6/6-9
MILAN	-Privately Sponsored Events	-"EDP-USA" Electronic Data Processing Equip. 5/10-14	-Industrial Training Aids & Audio Visual Eq. (Tandem w/Paris T.C.) 6/14-18
TOKYO	-Fluid Power Equipment 4/18-22	-Metal Surface Treatment and Finishing Equipment	-Laboratory Instruments for Chemical/Petrochemical Industries 6/21-24
SYDNEY	-Privately Sponsored Events	-Outdoor Recreation 5/9-13	-Privately Sponsored Events
SAO PAULO	******* OFFICIAL OPENING OF NEW TRADE CENTER EXPECTED TO BE JULY 1977 *******		
SINGAPORE	-Graphic Arts Equipment 4/25-29	-Privately Sponsored Events	-Electronic Industries Production Equip. & Test Instruments 6/13-17
TAIPEI	-Automotive Service & Repair Eq. 4/18-22	-Machine Tools (Offsite: Kaosiung) 5/16-20	-Privately Sponsored Events
MEXICO CITY	-Plastic Prod. Equip. 4/18-22	-Energy Conservation 5/11-13 (JEEP/BSP)	-Privately Sponsored Events
TEHRAN	-Privately Sponsored Events	-Inst./Contract Furniture 5/8-12	-Water Resources Eq. 6/19-23
MOSCOW	-Special Promotional Activities	-Special Promotional Activities	-Special Promotional Activities
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)	-HONG KONG: Business Equipment 4/25-29 -HUNGARY, Budapest: AGROMASEXPO (Agricultural Eq. & Food Proc.) 4/15-20 -VENEZUELA, Caracas: Process Control Eq. & Instr. 4/25-30	-YUGOSLAVIA, NoviSad: Food Processing Eq. & Agricultural Equip. 5/21-25	-ISRAEL, Tel Aviv: TECHNOLOGY '77 (Process Controls, Pollution Control Eq., EDP Eq., Energy Systems) 6/8-15 -FRANCE, Paris: PARIS AIR SHOW 6/2-12 -POLAND, Poznan: Poznan Spring Fair (General Ind. Eq.) 6/5-16 -U.S.S.R., Moscow: ELECTRO '77 (Electrical Eq.) 6/9-23

TRADE CENTERS	EXHIBITIONS: JULY, 1977	EXHIBITIONS: AUGUST, 1977	EXHIBITIONS: SEPTEMBER, 1977
STOCKHOLM	-Privately Sponsored Events	-Privately Sponsored Events	-Pulp & Paper Processing Eq.
LONDON	-Privately Sponsored Events	-Privately Sponsored Events	-Quality Control & Materials Test Equip. 9/19-23
COLOGNE (Int'l Marketing Center)	-Privately Sponsored Events	-Privately Sponsored Events	-Sporting Coods (SPOCA)[Cologne] 9/25-27
PARIS	-Privately Sponsored Events	-Privately Sponsored Events	-Plant Operations Maintenance & Engineering Eq. 9/19-22
MILAN	-Privately Sponsored Events	-Privately Sponsored Events	-Noise and Vibration Control Eq.
TOKYO	-Electronic Components	-Privately Sponsored Events	-Business Equipment (Document Handling & Processing) 9/12-16
SYDNEY	-Security & Safety Equipment 7/11-15	-Food Processing & Packaging Eq. 8/15-19	-Health Care Industries Eq. 9/26-30
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MEXICO CITY	-Furniture Manufacturing & Wood-working Eq. 7/12-15	-Electronics Industry Prod & Test Equip. 8/16-19	-Privately Sponsored Events
TEHRAN	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
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TRADE CENTERS	EXHIBITIONS: OCTOBER, 1977	EXHIBITIONS: NOVEMBER, 1977	EXHIBITIONS: DECEMBER, 1977
STOCKHOLM	-Computers and Related Equipment (Tandem w/SYSTEMS '77)	-Electronic Components (Tandem w/London T.C.)	-Printing and Graphic Arts Eq. (Tandem w/London T.C.)
LONDON	-Design Engineering Components & Equipment	-Electronic Components (Tandem w/Stockholm T.C.)	-Printing and Graphic Arts Eq. (Tandem w/Stockholm T.C.)
COLOGNE (Int'l Marketing Center)	-SYSTEMS '77 (Computers and Related Eq.) [Offsite: Munich]	-PRODUCTRONICA (Electronics Industry Production & Test Eq.) (Tandem w/Paris T.C.)	-Privately Sponsored Events
PARIS	-Food Processing and Packaging Equipment	-Electronics Industry Production & Test Eq. (Tandem w/PRODUCTRONICA)	-Electronic Banking Equipment [JEEP/BSP]
MILAN	-Pharmaceutical & Cosmetics Mfg. Equipment	-Textile Products & Floor Coverings	-Privately Sponsored Events
TOKYO	-Privately Sponsored Events	-Privately Sponsored Events	-Quality Control & Materials Test Equipment
SYDNEY	-Avionics and Aviation Support	-Energy Systems	-Privately Sponsored Events
SAO PAULO	-Graphic Arts Equipment	-Mining & Materials Handling Eq.	-Pollution Control Equipment
SINGAPORE	-Pollution Control Equipment	-Privately Sponsored Events	-Food Processing and Packaging Equipment
TAIPEI	-Privately Sponsored Events	-Medical Electronics Equipment	-Industrial & Commercial Security Equipment
MEXICO CITY	-Privately Sponsored Events	-Privately Sponsored Events	-Computers & Related Equipment
TEHRAN	-Stereo/Hi-Fi Equipment & Home Appliances	-Building & Construction Mat'ls & Equipment	-Privately Sponsored Events
MOSCOW	-Special Promotional Activities	-Special Promotional Activities	-Special Promotional Activities
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)	-FRANCE, Bordeaux: OCEANEXPO (Offshore, Harbor/Dockside & Shipbuilding Equipment) -SPAIN, Madrid: INSTRUMENTALIA Process Control & Laboratory Instruments	-IRAN, Tehran: Machine Tools Exhibition (Solo)	

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS IN-STORE PROMOTIONS		
	EVENTS: OCTOBER, 1976	EVENTS: NOVEMBER, 1976	EVENTS: DECEMBER, 1976
NORTHERN EUROPE	-DENBY's U.K. (ISP) -Jenners U.K. (ISP) -Steen & Strom Norway (ISP)		
WESTERN EUROPE	-Electronic Components (Fiarex '76 Fair) Netherlands (CE) -Alabama/Miss. Export Council Germany/Netherlands/Sweden/Denmark (ITM)		-Do-It-Yourself Belgium (CE)
SOUTHERN EUROPE	-Electronic Components (Salon-Electronic) Spain (CE) -Energy Systems Spain/Yugoslavia (TSS)		
JAPAN/AUSTRALIA/ NEW ZEALAND	-Columbus, Georgia Conf. Japan (ITM) -Iowa State Australia/New Zealand (ITM)		
NEAR EAST (CACNE)	-Shalom Israel -Port Development Egypt/Morocco/Saudi Arabia (TSS) -Society of Plastics Industries Egypt/Saudi Arabia/Qatar (ITM)	-Export Action Team Egypt/Sudan/Tunisia (ITM)	
FAR EAST	-Mining (Production & Processing Machy. & Eq.) Indonesia/Malaysia (TSS)	-Machine Tools Hong Kong/Korea/Philippines (STM) -Scientific & Industrial Instruments India (TSS)	
LATIN AMERICA	-Mid-West Int'l Trade Assoc. Venezuela/Colombia/Ecuador (ITM)	-Health Care Equipment Dom. Republic/Jamaica/Tobago/Trinidad (CE) -San Antonio CofC Venezuela/Colombia (ITM)	-Pulp & Paper Equipment Brazil (STM)
NORTH AMERICA			
AFRICA		-Integrated Agribusiness Gabon/Nigeria/Sudan (TSS) -Metalworking Eq. South Africa (CE) -Iowa State Nigeria/Sudan/So. Africa (ITM) -Food Processing & Packaging Eq. Cameroon/Kenya/Ivory Coast (TM)	
EAST/WEST TRADE (BEWT)		-Pennsylvania State Eastern Europe (ITM) -Metalworking & Finishing Eq. Bulgaria/Czechoslovakia/Hungary (TSS)	

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: JANUARY, 1977	EVENTS: FEBRUARY, 1977	EVENTS: MARCH, 1977
NORTHERN EUROPE			
WESTERN EUROPE	-Do-It-Yourself Tools Netherlands (CE)		-Scientific, Medical & Industrial Instruments (INSTURAMA Fair) Belgium (CE) -Application of Computer Technology for Business Efficiency Belgium/Luxembourg/Netherlands (STM)
SOUTHERN EUROPE		-Avionics/Ground Support Eq. Italy/Yugoslavia/Greece (TSS)	-Globus Switzerland (ISP)
JAPAN/AUSTRALIA NEW ZEALAND		-NMTBA Australia/New Zealand (ITM)	
NEAR EAST (CAGNE)	-U.S./Mid-East Kuwait/Qatar/UAE/Dubai/Babrain/Abu Dhabi/Saudi Arabia (ITM) -Data Processing Eq. Kuwait/Saudi Arabia/Bahrein(TSS) -Port Development Algeria/Qatar/Tunisia (TSS) -Building & Construction Iran/Israel (STM)	-Illinois State Saudi Arabia/Kuwait/Iraq (ITM) -Water Resources Iraq/Saudi Arabia/U.A.E. (STM) -Agricultural Machinery Libya/Morocco/Tunisia (CE) -Communications Equipment Turkey/Egypt/ (STM) -Arizona State Saudi Arabia (ITM)	-Pennsylvania State Saudi Arabia/2 other stops (ITM) -Montana State Saudi Arabia (ITM)
FAR EAST	-Building Supplies & Construction Equip. Malaysia/Philippines/Thailand (CE) -Electronic Industries Production Equip. & Instruments India (CE)		-Packaging Equipment Hong Kong/Korea (TSS) -Pumps, Valves & Compressors India (CE)
LATIN AMERICA	-Illinois State Colombia/Ecuador (ITM)	-Michigan State Venezuela/Colombia (ITM)	-Hospital Design & Construction Guatemala/Honduras/Nicaraqua (STM)
NORTH AMERICA			
AFRICA	-Timber Industries & Woodworking Eq. Liberia/C.A.R./Malagasy/Zaire (CE)	-Printing & Graphic Arts South Africa (CE)	-Motor Vehicle Maintenance Nigeria/Zaire/Zambia (CE) -Tropical Food Products Processing & Packaging Kenya (STM)
EAST WEST TRADE (BEWT)		-Medical Equipment Czechoslovakia/Hungary/Poland (TSS)	-Automated Construction Eq. Hungary/Romania/Poland (TSS) -Textile Equipment Hungary/Romania/Poland (TSS)

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: APRIL, 1977	EVENTS: MAY, 1977	EVENTS: JUNE, 1977
NORTHERN EUROPE			
WESTERN EUROPE	-International Household Fairs Netherlands (CE) -M.I.R.O. Netherlands (ISP)	-Food Processing & Packaging Eq. Belgium/Netherlands/Luxembourg (STM)	
SOUTHERN EUROPE	-Mining Equipment Greece/Turkey (STM) -Biomedical Equipment Switzerland (CE)	-Food Processing & Packaging Eq. Spain (CE)	
JAPAN/AUSTRALIA NEW ZEALAND	-Physical Properties Test Instruments Australia/New Zealand (STM) -Commercial Fishing Equipment Australia/New Zealand (CE)		-Georges Australia (ISP)
NEAR EAST (CAGNE)		-Petrochemical Industries Eq. UAE/Kuwait/Saudi Arabia/Syria (STM)	
FAR EAST			-Fluid Power Korea/Taiwan (TSS)
LATIN AMERICA	-Energy Systems Venezuela/Colombia/Ecuador (STM)	-Plastics Production Equipment Venezuela (STM) -Food Processing & Packaging Eq. Panama/Costa Rica/El Salvador (CE) -Consumer Goods Venezuela/Ecuador (CE)	-Printing & Graphic Arts Colombia/Ecuador (CE)
NORTH AMERICA			
AFRICA	-Leventis Nigeria (ISP)		-Energy Systems Botswana/Ivory Coast/Zaire (TSS) -Commercial Fishing Eq. Ghana/Liberia/Nigeria (STM) -Printing & Graphic Arts Nigeria (CE)
EAST WEST TRADE (BEWT)		-Business Equipment (TSS) Czechoslovakia/Poland/Romania -Modenmuller Austria (ISP) -Illinois State Romania/Hungary/Yugoslavia (ITM)	-Pesticides & Herbicides Bulgaria/Hungary/U.S.S.R. (TSS)

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: JULY, 1977	EVENTS: AUGUST, 1977	EVENTS: SEPTEMBER, 1977
NORTHERN EUROPE	-Agricultural Equipment U.K. (CE)		
WESTERN EUROPE			-Laboratory Instruments Netherlands (CE)
SOUTHERN EUROPE			-Computers Switzerland (CE)
JAPAN/AUSTRALIA/ NEW ZEALAND		-Agribusiness Australia/New Zealand (STM)	
NEAR EAST (CAGNE)			
FAR EAST	-Hotel & Restaurant Equipment Thailand/Malaysia (CE)	-Chemical & Petrochem. Prod. Eq. & Products Korea/Taiwan (CE)	
LATIN AMERICA	-Building & Construction Eq. Peru/Chile (STM) (STM) -Pollution Control Venezuela/Colombia (CE) -Petroleum Exploration and Exploitation Eq. Argentina (CE)	-Petrochemical Industries Eq. Venezuela/Colombia/Ecuador (STM)	-Automative Repair & Service Venezuela/Colombia/Chile (TM)
NORTH AMERICA			
AFRICA	-Consumer Goods Sierra Leone (CE)	-Building Supplies & Eq. Kenya/Nigeria/Sudan (CE) -Motor Vehicle Maintenance South Africa (CE)	-Integrated Agribusiness Kenya/Ivory Coast/Ethiopia (TSS) -Materials Handling Eq. Ghana/Nigeria/Mozambique (STM)
EAST/WEST TRADE (BEWT)			-Pollution Control Czechoslovakia/Hungary/Poland (TSS)

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: OCTOBER, 1977	EVENTS: NOVEMBER, 1977	EVENTS: DECEMBER, 1977
NORTHERN EUROPE			
WESTERN EUROPE	-Security Equipment Netherlands (CE)	-Pollution Control Switzerland/Spain (TSS) -Electronic Components Belgium/Austria (CE)	
SOUTHERN EUROPE			
JAPAN/AUSTRALIA/ NEW ZEALAND		-Computer Software Services Japan (STM)	
NEAR EAST (CAGNE)	-Building & Construction Mat'ls Bahrain/Qatar/Oman/Egypt (STM) -Process Controls Kuwait/Saudi Arabia/ (STM)	-Electronic Data Processing Eq. Algeria/Tunisia/ (TSS)	
FAR EAST	-Timber Processing Malaysia/Thailand/Indonesia(STM)		-Health Care Industries India (STM)
LATIN AMERICA		-Const. Machy./Materials Handling Venezuela/Colombia (STM)	
NORTH AMERICA			
AFRICA	-Water Resources Senegal/Nigeria (TSS) -Hotel & Restaurant Eq. Rep. of South Africa (CE)	-Hotel & Restaurant Eq. Ivory Coast/Kenya (CE)	-Agribusiness Cameroon/Zaire/Zambia (TSS) -School Construction & Eq. Liberia/Nigeria/Zambia (CE)
EAST WEST TRADE (BEWT)			

Telephone Directory of Country Marketing Managers

Commercial and economic information on most trading partners of the United States is available from the Bureau of International Commerce, U.S. Department of Commerce.

The Bureau is organized geographically with a Country Marketing Manager responsible for a country or group of countries as listed below. Assistance or information about marketing in these countries may be obtained by dialing these key people directly: 202-377 plus the given extension.

Area	Extension
Africa	
Sub Sahara	4927
Europe	
France and Benelux Countries	4504
Germany and Austria	5228
Italy, Greece, and Turkey	3944
Nordic countries	3848
Spain, Portugal, Switzerland, and Yugoslavia	2795
United Kingdom and Canada	4421
Far East	
Australia and New Zealand	3646
East Asia and Pacific	5401
Japan	2425
South Asia	2522
Latin America	
Brazil, Argentina, Paraguay, and Uruguay	5427
Mexico, Central America, and Panama	2313
Remainder of South America and Caribbean countries	2995

Special units within the Department of Commerce have been created to deal with particular marketing situations:

Commerce Action Group for the Near East

North Africa	5737
Near East	
Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, Peoples Democratic Republic of Yemem, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemem Arab Republic	5767
Iran, Israel, Egypt	3752

Bureau of East West Trade

Eastern Europe	2645
USSR	4655
Peoples Republic of China	3583

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Anchorage, 99501, 632 Sixth Ave., Hill Bldg., Suite 412 (907) 265-5307.

Atlanta, 30309, Suite 600, 1365 Peachtree St., N.E. (404) 526-6000.

Baltimore, 21202, 415 U.S. Customhouse, Gay and Lombard Sts. (301) 962-3560.

Birmingham, Ala., 35205, Suite 200-201. 908 S. 20th St. (205) 254-1331.

Boston, 02116, 10th Floor, 441 Stuart St. (617) 223-2312.

Buffalo, N.Y., 14202, Room 1312, Federal Bldg., 111 W. Huron St. (716) 842-3208.

Charleston, W.Va., 25301, 3000 New Federal Office Bldg., 500 Quarrier St. (304) 343-6181, Ext. 375.

Cheyenne, Wyo., 82001, 6022 O'Mahoney Federal Center, 2120 Capitol Ave. (307) 778-2151.

Chicago, 60603, Room 1406, Mid-Continental Plaza Bldg., 55 E. Monroe St. (312) 353-4450.

Cincinnati, 45202, 10504 Federal Office Bldg., 550 Main St. (513) 684-2944.

Cleveland, 44114, Room 600, 666 Euclid Ave. (216) 522-4750.

Columbia, S.C., 29204, Forest Center, 2611 Forest Dr. (803) 765-5345.

Dallas, 75242, Room 7A5, 1100 Commerce St. (214) 749-1515.

Denver, 80202, Room 165, New Custom House, 19th and Stout Sts. (303) 837-3246.

Des Moines, Iowa, 50309, 609 Federal Bldg., 210 Walnut St. (515) 284-4222.

Detroit, 48226, 445 Federal Bldg., 231 W. Lafayette (313) 226-3650.

Greensboro, N.C. 27402, 203 Federal Bldg., W. Market St., P.O. Box 1950. (919) 275-9111, Ext. 345.

Hartford, Conn., 06103, Room 610-B, Federal Office Bldg., 450 Main St. (203) 244-3530.

Honolulu, 96813, 286 Alexander Young Bldg., 1015 Bishop St. (808) 546-8694.

Houston, 77002, 1017 Old Federal Bldg., 201 Fannin St. (713) 226-4231.

Indianapolis, 46204, 357 U.S. Courthouse & Federal Office Bldg., 46 E. Ohio St. (317) 269-6214.

Los Angeles, 90049, Room 800, 11777 San Vicente Blvd. (213)824-7591

Memphis, 38103, Room 710, 147 Jefferson Ave., (901) 534-3213.

Miami, 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. (305) 350-5267.

Milwaukee, 53202, 605 Federal Office Bldg., 517 E. Wisconsin Ave. (414) 224-3473.

Minneapolis, 55401, 218 Federal Bldg., 110 S. Fourth St. (612) 725-2133.

New Orleans, 70130, Room 432, International Trade Mart, 2 Canal St. (504) 589-6546.

New York, 10007, 37th Floor, Federal Office Bldg., 26 Federal Plaza, Foley Sq. (212) 264-0634.

Newark, N.J., 07102, Gateway Bldg. (4th floor) Market St. & Penn Plaza (201) 645-6214.

Omaha, Neb., 68102, 1815 Capitol Ave., Suite 703A (402) 221-3665.

Philadelphia, 19106, 9448 Federal Bldg., 600 Arch St. (215) 597-2850.

Phoenix, Ariz., 85004, 508 Greater Arizona Savings Bldg., 112 N. Central Ave. (602) 261-3285.

Pittsburgh, 15222, 2002 Federal Bldg., 1000 Liberty Ave. (412) 644-2850.

Portland, Ore., 97204, Room 618, 1220 S.W. Third Ave. (503) 221-3001.

Reno, Nev., 89502, 2028 Federal Bldg. 300 Booth St. (702) 784-5203.

Richmond, Va., 23240, 8010 Federal Bldg., 400 N. 8th St. (804) 782-2246.

St. Louis, 63105, 120 S. Central Ave. (314) 425-3302.

Salt Lake City, 84138, 1203 Federal Bldg., 125 S. State St. (801) 524-5116.

San Francisco, 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave., (415) 556-5860.

San Juan, P.R., 00902, Room 100, Post Office Bldg. (809) 723-4640.

Savannah, 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. (912) 232-4321, Ext. 204.

Seattle, 98109, 706 Lake Union Bldg., 1700 Westlake Ave. North (206) 442-5615.

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